

ORDER



KSDK

Orders
Order / Rev: 722637
Alt Order #: 06375720
Product Desc: YG NETWORK
Estimate: 180
Flight Dates: 10/16/12 - 11/05/12
Original Date / Rev: 10/17/12 / 10/17/12
Order Type: Political

Primary AE: Kristin Waskie
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Redshift/ POL
Buying Contact:
Billing Contact:
 411 Branchway Road
 Richmond, VA 23236

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: YG NETWORK
Demographic: A35+
Product Codes: IS-Candidate/US House
Priority: P-1
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	51	\$115,390.00	\$98,081.50
10/29/12	11/05/12	37	\$81,360.00	\$69,156.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	51	\$115,390.00	\$98,081.50	0.00
November 2012	37	\$81,360.00	\$69,156.00	0.00
Totals	88	\$196,750.00	\$167,237.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristin Waskie			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSDK	42%	\$196,750.00
Market	100%	\$468,452.38

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KDNL	0%	\$0.00
KETC	0%	\$0.00
KMOV	29%	\$135,851.19
KNLC	0%	\$0.00
KPLR	0%	\$0.00
KTVI	29%	\$135,851.19
UNKWN	0%	\$0.00
WHSL	0%	\$0.00
WPXS	0%	\$0.00
WRBU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSDK	10/17/12	10/19/12	M-F 6-7A 6-7a	CM	6-7A	-- WTF--	:30	2	\$1,350.00	P-1	0.00	NM	2	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-- WTF--			2		\$1,350.00		0.00				
2	KSDK	10/22/12	11/02/12	M-F 6-7A 6-7a	CM	6-7A	MTWTF--	:30	4	\$1,350.00	P-1	0.00	NM	8	\$10,800.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2	KSDK	10/22/12	11/02/12	M-F 6-7A 6-7a	CM	6-7A	MTWTF--	:30	4	\$1,350.00	P-1	0.00	NM	8	\$10,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--		4			\$1,350.00			0.00			
		Week: 10/29/12	11/04/12	MTWTF--		4			\$1,350.00			0.00			
3	KSDK	11/05/12	11/05/12	M-F 6-7A 6-7a	CM	6-7A	M-----	:30	1	\$1,350.00	P-1	0.00	NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1			\$1,350.00			0.00			
4	KSDK	10/17/12	10/19/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	--WTF--	:30	2	\$1,250.00	P-1	0.00	NM	2	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	--WTF--		2			\$1,250.00			0.00			
5	KSDK	10/22/12	11/02/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	MTWTF--	:30	4	\$1,250.00	P-1	0.00	NM	8	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--		4			\$1,250.00			0.00			
		Week: 10/29/12	11/04/12	MTWTF--		4			\$1,250.00			0.00			
6	KSDK	11/05/12	11/05/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	M-----	:30	1	\$1,250.00	P-1	0.00	NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1			\$1,250.00			0.00			
7	KSDK	10/17/12	10/19/12	M-F Noon News Noon News	CM	12-1230p	--WTF--	:30	3	\$790.00	P-1	0.00	NM	3	\$2,370.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	--WTF--		3			\$790.00			0.00			
8	KSDK	10/22/12	11/02/12	M-F Noon News Noon News	CM	12-1230p	MTWTF--	:30	4	\$790.00	P-1	0.00	NM	8	\$6,320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--		4			\$790.00			0.00			
		Week: 10/29/12	11/04/12	MTWTF--		4			\$790.00			0.00			
9	KSDK	11/05/12	11/05/12	M-F Noon News Noon News	CM	12-1230p	M-----	:30	1	\$790.00	P-1	0.00	NM	1	\$790.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1			\$790.00			0.00			
10	KSDK	10/22/12	10/26/12	M-F 4P News News 5 at Four	CM	4-430P	MTWTF--	:30	1	\$1,125.00	P-1	0.00	NM	1	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--		1			\$1,125.00			0.00			
11	KSDK	10/22/12	10/26/12	M-F 430-5p Jeopardy	CM	430-5p	MTWTF--	:30	1	\$1,235.00	P-1	0.00	NM	1	\$1,235.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--		1			\$1,235.00			0.00			
12	KSDK	11/05/12	11/05/12	M-F 430-5p Jeopardy	CM	430-5p	M-----	:30	1	\$1,235.00	P-1	0.00	NM	1	\$1,235.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1			\$1,235.00			0.00			
13	KSDK	10/17/12	10/19/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	--WTF--	:30	2	\$2,800.00	P-1	0.00	NM	2	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	--WTF--		2			\$2,800.00			0.00			
14	KSDK	10/22/12	11/02/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	MTWTF--	:30	4	\$2,800.00	P-1	0.00	NM	8	\$22,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--		4			\$2,800.00			0.00			
		Week: 10/29/12	11/04/12	MTWTF--		4			\$2,800.00			0.00			
15	KSDK	11/05/12	11/05/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	M-----	:30	1	\$2,800.00	P-1	0.00	NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
15	KSDK	11/05/12	11/05/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	M-----	:30	1	\$2,800.00	P-1	0.00	NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----			1		\$2,800.00		0.00				
16	KSDK	10/17/12	10/19/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	--WTF--	:30	3	\$3,025.00	P-1	0.00	NM	3	\$9,075.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	--WTF--			3		\$3,025.00		0.00				
17	KSDK	10/22/12	11/02/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	MTWTF--	:30	4	\$3,025.00	P-1	0.00	NM	8	\$24,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MTWTF--			4		\$3,025.00		0.00				
Week:		10/29/12	11/04/12	MTWTF--			4		\$3,025.00		0.00				
18	KSDK	11/05/12	11/05/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	M-----	:30	1	\$3,025.00	P-1	0.00	NM	1	\$3,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----			1		\$3,025.00		0.00				
19	KSDK	10/17/12	10/19/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	--WTF--	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	--WTF--			1		\$3,000.00		0.00				
20	KSDK	10/22/12	11/02/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	MTWTF--	:30	4	\$3,000.00	P-1	0.00	NM	7	\$21,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MTWTF--			4		\$3,000.00		0.00				
Week:		10/29/12	11/04/12	MTWTF--			3		\$3,000.00		0.00				
21	KSDK	11/05/12	11/05/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	M-----	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----			1		\$3,000.00		0.00				
22	KSDK	10/17/12	10/19/12	LN (M-F) LN (M-F)	CM	10-1035p	--WTF--	:30	2	\$3,375.00	P-1	0.00	NM	2	\$6,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	--WTF--			2		\$3,375.00		0.00				
23	KSDK	10/22/12	11/02/12	LN (M-F) LN (M-F)	CM	10-1035p	MTWTF--	:30	5	\$3,375.00	P-1	0.00	NM	8	\$27,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MTWTF--			5		\$3,375.00		0.00				
Week:		10/29/12	11/04/12	MTWTF--			3		\$3,375.00		0.00				
24	KSDK	11/05/12	11/05/12	LN (M-F) LN (M-F)	CM	10-1035p	M-----	:30	1	\$3,375.00	P-1	0.00	NM	1	\$3,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----			1		\$3,375.00		0.00				
25	KSDK	10/27/12	11/03/12	SAT TDY NBC Today Show (Sa)	CM	7-9A	-----S-	:30	1	\$1,125.00	P-1	0.00	NM	2	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S-			1		\$1,125.00		0.00				
Week:		10/29/12	11/04/12	-----S-			1		\$1,125.00		0.00				
26	KSDK	10/23/12	10/30/12	Tue Prime B Go On/ The New Normal	CM	8-9P	-T-----	:30	1	\$2,475.00	P-1	0.00	NM	2	\$4,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-T-----			1		\$2,475.00		0.00				
Week:		10/29/12	11/04/12	-T-----			1		\$2,475.00		0.00				
27	KSDK	10/24/12	10/31/12	Wed Prime B Law & Order: SVU	CM	8-9P	--W----	:30	1	\$4,950.00	P-1	0.00	NM	2	\$9,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	--W----			1		\$4,950.00		0.00				
Week:		10/29/12	11/04/12	--W----			1		\$4,950.00		0.00				
28	KSDK	10/17/12	10/17/12	Wed Prime C	CM	9-10P	--W----	:30	1	\$3,600.00	P-1	0.00	NM	1	\$3,600.00

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Chicago Fire															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----	1					\$3,600.00		0.00			
29	KSDK	10/25/12	10/25/12	Thu Prime C	CM	9-10P	---T---	:30	1	\$3,150.00	P-1	0.00	NM	1	\$3,150.00
Rock Center with BW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---	1					\$3,150.00		0.00			
													Totals	88	\$196,750.00